

Hang Your Hat In History
OZONA CHAMBER OF COMMERCE
& VISITOR CENTER PARK

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CHAMBER DIALOGUE

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September 2016

The Chamber of Commerce recognizes the X Bar Ranch Nature Retreat as our Business of the Month

In the summer of 1915 CL Meador put the first pieces of the puzzle that would become the X Bar Ranch together in southwest Schleicher County. Fast forward eighty years, and the third, fourth and fifth generations ushered in the next generation of ranching by starting the X Bar Ranch Nature Retreat. Now, after recently celebrating their 100th anniversary of ranching heritage, in 2016 the Meadors are proud to have been hosting guests from around the state, country and world for 20 years.



X Bar Ranch in Eldorado– Round House

The X Bar Ranch Nature Retreat features a lodge and eight cabins, campsites (tent and RV) as well as two guest houses. One of those, the ever unique Round House, has provided respite from daily life for the Meador family as well as guests who have been able to call it home for a few days at a time. Guests can enjoy activities such as hiking, star gazing, photography, bird watching, swimming and hanging around the outdoor cook shed and fire pit. They can also extend their stay to enjoy nearby attractions located in Ozona, Sonora and Christoval.

The site has been host to endless events such as family reunions, weddings, church retreats, anniversary parties, annual girl's outings, craft and scrap book groups, mountain bike races, star parties, youth activities as well as workshops and dinner shows and simply people looking for a quiet and comfortable place to spend some time. Hunting is also a key component of the recreational offering both white tail deer and turkey. Currently, the marquee event is the 14th Annual Eldorado Star Party which is an event that attracts between 110-140 people from across the globe for a week-long star gaze each October.

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“Whether our regional neighbors are looking for a place to house visiting family and friends, a close-to-home get away, or to host a family reunion or celebration, we are happy to help you plan your next special event,” said Stan Meador.

“We are especially honored to have been selected as the Chamber’s Business of the Month. We deeply appreciate the special relationship we have with the professional staff at the Chamber and the hard work they do to promote economic growth and tourism in the area,” Meador concluded.

The Ozona Chamber of Commerce would like to recognize the X Bar Ranch Nature Retreat for their commitment to providing the best quality service to local residents as well as travelers that visit this region of Texas. Their long-term partnership and assistance is very much appreciated.

For more information or customized group package pricing, you can contact the ranch at: 325-853-2688, or by e-mail at stay@xbarranch.com, or visit their web site at www.xbarranch.com.

Welcome new Board of Directors

Chamber of Commerce Board of Directors recently appointed G.L. Bunger and Melissa Perner to the Chamber board. Their willingness to serve the organization and their community is greatly appreciated.



Serving 2016-2018



Serving out term of former director 2016-2017

Welcome new members

The Chamber would like to welcome our newest Hunting Lease members. If you have property you are looking to lease for hunting, you may contact the Chamber for assistance. Go to Ozona.com for information about these Hunting Leases.

Buchholz Ranches

Bob Buchholz-Owner
325/853-3939 OR 325/650-5331
1251 CR 220, Eldorado, TX 76936
Hunting Lease

Wildlife Systems, Inc.

Greg Simons-Owner
325/947-7703 or 325/234-4408
3312 Town & Country Drive,
San Angelo, TX 76904
Hunting Lease



Happy Anniversary

The Ozona Chamber of Commerce would like to wish the following members a Happy Anniversary and thank them for their partnership, continued support and investment in their community. In addition we thank them for their support of our organization and its programs and services. We would like to recognize and express our *SINCERE* appreciation to the following members who joined during the month of September:

SEPTEMBER

Unifirst - 1997

Soto, Inc - 1998

DCP Midstream Partners, LP - 2002

Jody K. Upham, Attorney at Law - 2006

Carmen Sutton - 2010

Valliant Ranch - 2010

Approach Resources, Inc. - 2011

Ambit Energy - 2012

Francine Friend - 2012

Star Ranch Exotics - 2015

Representative Murr visits with local residents



The Chamber of Commerce was contacted and hosted a visit by Representative Andrew Murr on Wednesday, September 21st. A reception was held where guests could come and go at their convenience visiting one on one with Representative Murr.

Close to twenty residents stopped by to discuss their issues.

Following are Representative Murr's staff and contact information:

Campaign Office-Junction-
Murr4Texas@gmail.com

Regan Ellmer-Chief of Staff-Austin
512-463-0536

Kellie Early-District Director-Kerrville
830-257-0432

David Griffith-Constituent Services-Llano
512-463-0536



Who walked into the Chamber of Commerce & Visitor Center in August

Visitor Center

- Walk-in traffic into the Visitor Center for the month of August-428 people
- Where are they from? Texas visitors-271, Out of State-67, Local-88, Foreign-2
- Year to date traffic into the Visitor Center is 4,164, a 22.25% increase over the same period last year, or an average of 520 visitors into the center per month.
- Top states visiting Ozona in August-CA, AZ, NM, IL, NV
- Top cities visiting Ozona in August-San Antonio, Austin, Alpine, San Angelo, Midland
- Year to date Chamber related inquiries 20%, Tourism related 80%
- Week days in order of the busiest in August-Wednesday, Thursday, Monday, Tuesday, Saturday, Friday
- Top Requested Items in August-General Tourism, Interpretive Trail, Maps/Directions, Restaurants, Relocation Packets (new teachers)



Advertising

- Year-to-date the Chamber has filled, in response to our advertising, 10,791 requests for information on Ozona. An additional 2,063 brochures have been handed out to walk-in visitors and mailed to state wide Travel Centers.

What Services are sought at www.Ozona.com

For the month of August, at www.Ozona.com, there were 1,549 business directory searches, and 1,995 actual *member page hits*! **These are people searching for YOUR services. Following are the top members that received 20 or more page hits:**

Devon-60	Venegas Construction, LLC-58
Crockett County Water Dept.-56	Will M. Black Real Estate-53
Family Health Center of Ozona-47	Wool Growers Central Storage-45
OTTER-44	The General Store-41
Barnhart's Shaw's General Repair-39	Discovery Natural Resources, LLC-38
Ozona Cable & Broadband-36	Crockett County Abstract Company-35
Encino RV Park-35	KYXX Ozona 94.3 FM Real Country-35
Lopez Construction & Remodeling-35	Pon Seahorn Real Estate-34
L & B Automotive-33	Pizza Mia on the Square-33
Ozona Remodeling & New Construction-27	The Ozona Stockman-27
Sunoco Energy Services, LLC-26	Ozona Mercantile-25
Pikes Peak Energy Services, LLC-25	Stokes Drilling Company-24
J Cleo Thompson-23	Ozona Flour Mill & Goods-23
Tobar Tire Company-23	Ozona Tire & Lube-22
Jack & Janie Riggs Ranch, LTD-20	Ozona Country Club-20

As demonstrated above, the Chamber of Commerce & Visitor Center is the front door to our community.

So are you taking advantage of your member services?

What is Ozona.com doing for our members and the community?

For **August 2016**, Ozona.com had 3,903 sessions: 3,035 new 868 returning.
 Of these 3,903 sessions, there were 8,432 page views – of these 6,463 were unique (1st time views)
 The 3,903 sessions were from 51 countries and 3,635 sessions were from US.

Top 5 States:

Texas	2,959
California	109
Louisiana	65
Arizona	44
North Carolina	39

Top 5 Texas Cities:

Houston	468
Dallas	445
Austin	299
San Antonio	178
Brownwood	159

Top 20 Content Searches

1. Homepage	2,359	11. Photo Gallery	120
2. Hunting	1,238	12. History	112
3. Itineraries	394	13. Games	111
4. Lodging	285	14. County Officials	95
5. Events Calendar	260	15. Area Attractions	93
6. Restaurants	202	16. Interesting Facts	93
7. Local Attractions	189	17. Search	90
8. Location	182	18. Shopping	78
9. Membership Directory	166	19. Public Services	72
10. Job Postings	138	20. Real Estate	61

Chamber Master (Membership Directory Data Base)

Business Directory Searches	1,549	Hot Deal Hits	424
Hot Deal Searches	116	Member Page Hits	1,995
Job Searches	160	Job Posting Hits	3

Top Searched Chamber Master Service Categories:

Roadside Assistance	41	Hotels	16
Feed Store	20	Mechanics	16
Real Estate	19	RV Parks	16
Restaurants/Fast Food	18	Entertainment	15
Oil & Gas Services	17	Hunting	14

Social Media Pages / Internet

Facebook

4,739	Fans
160	New Likes
309,714	Total Paid Reach
42,352	Total Organic Reach
13,312	People Engaged
178	Daily Logged-in Page Views
179	Ozona Campaign-Results
16,652	Ozona Campaign-Ad Reaches
8,230	Ozona Campaign-Individuals Reached

Google

560	Search
1,136	Total Google Business Page Views
762	Listings on Map
374	Listings on Search
2,156	Photo Views
29	Clicks to Website
125	Clicks for Driving Directions
10	Clicks for Phone Calls

Twitter

63	Total Followers
5,084	Impressions

Pinterest

16	Total Followers
0	Total Likes
4	Repins
1,617	Impressions
960	Users Reached
4	Clicks on Pins

Instagram

73	Total Followers
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Texas Outside

7,320	Visitors to site
14	Clicks Through to Ozona.com